



Approved: 4-6-17 JH

Meeting of  
March 2, 2017

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING  
HELD ON THURSDAY, MARCH 2, 2017 at 8:30 AM CITY HALL, 364 NORTH  
LAKE STREET

Call to Order

Chair Michelle Cortright called the meeting to order at 8:30 a.m.

Roll Call

Present: Michael Cain, Michelle Cortright, Rebecca Harris, Kelsie King-Duff, Pat  
O'Brien, Don Ryde, Ben Van Dam

Meeting  
Attendance

Absent: Robin Lee Berry, Chris Bandy, Rob Swartz

City Staff: Recording Secretary Jane Halstead, Assistant Planning/Zoning  
Administrator Patrick Kilkenny

Public: Ashley Cousens, Chamber of Commerce

Excused Absences  
MOTION

Cain moved, Ryde seconded, PASSED UNANIMOUSLY to excuse Robin Lee Berry,  
Chris Bandy and Rob Swartz.

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Approval of Minutes  
MOTION

Cain moved, O'Brien seconded, PASSED UNANIMOUSLY to approve the February  
16, 2017 minutes as written.

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Citizens Comments

None

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Correspondence

None

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Committee Reports

**Organization Committee**

Pat O'Brien stated that Bob Alger indicated Boyne Thunder preparation is going  
smoothly. Kelsie King-Duff said that the first on-line registration opened March 1st  
and sold out in 7 minutes. On March 15th a second registration will open with 15  
spots available.

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## Director's Report

- Kelsie King-Duff will be in Lansing March 6th and 7th for New Main Street Director's training.
- The Boyne Bee will be held on March 22nd to benefit the Walk-About Sculpture Show.
- King-Duff has been working on the new budget with Cain.
- King-Duff met with Erica Tosch and Becky Harris to discuss the Main Street website. She has been and will continue to update website as needed.
- Erica Tosch, the Director of the Farmer's Market only wants to manage the farmer's market. She no longer wants to be the assistant to the Main Street Director. King-Duff will be looking to fill the administrative assistant position.
- King-Duff would like to develop policies for the Committees to follow on how a person gets on a committee and who has voting rights etc. She would also like the Committee to provide a report to the board each month.
- Kind-Duff and Ashley Cousens of the Chamber met and are sorting out which functions are the responsibility of the Chamber and which are Main Street events.

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## Old Business

### Transformation Strategy –Refresh

The Board discussed the recommendations given by the Michigan Main Street for Boyne's Main Street Refresh strategy. Michael Cain advocated for the recreation-based strategy as it provided for new economic opportunities.

Cortright informed the Board that Boyne City recently met the criteria to be designated as a Bronze Ride Center for mountain biking. This aligns well with the recreation based tourism strategy.

## MOTION

**Cain moved, O'Brien seconded, PASSED UNANIMOUSLY** to adopt a Transformation Strategy for 2017 focusing on Recreation Tourism.

### Boyne Thunder Final Disbursements

The Board discussed the second disbursement of Boyne Thunder proceeds. Recipient percentages are determined on a yearly basis. The final disbursement which was previously agreed on is: Camp Quality 55%, Main Street 35% and Challenge Mountain at 10%.

## MOTION

**Cain moved, Van Dam seconded, PASSED UNANIMOUSLY** to approve the final disbursement of Boyne Thunder funds as presented.

## New Business

### National Preservation Month

The Board discussed joining Michigan Main Street in declaring May National Preservation Month.

#### MOTION

**Cain moved, Ryde seconded, PASSED UNANIMOUSLY** to approve the recommendation to the City Commission that May be declared National Preservation Month.

### Approval of 2017 Façade Grant Policy and Application

The Board reviewed the 2017 Façade Grant Policy & Application. Last fall, the Design Committee made some minor changes to the policy. Patrick Kilkenny stated that the Design Committee wants improvements to be true façade renovations and not just maintenance applications (e.g. paint).

#### MOTION

**Cain moved, O'Brien seconded, PASSED UNANIMOUSLY** to approve, as revised, the 2017 Façade Grant Policy & Application.

### Approval of Contract with Kecia Freed

The Board discussed the contract with Kecia Freed for graphic design services. The Marketing Committee has been very satisfied with her work – Kecia has done a great job.

#### MOTION

**Cain moved, Ryde seconded, PASSED UNANIMOUSLY** to approve the renewal of Kecia Freed's contract under the current terms.

### Application for Services

Michigan Main Street offers different services to communities on an application basis. The Board discussed and decided the service that would be most beneficial to Boyne Main Street at this time would be the Market Study Update and Business Recruitment Training.

#### MOTION

**Cain moved, Van Dam seconded, PASSED UNANIMOUSLY** to apply to Michigan Main Street for the Market Study Update and Business Recruitment Training.

### Open House

Kelsie King-Duff has moved into her new office located inside Fustini's at 120 Water Street. She still has some boxes to unpack. An Open House will be held at a future date still to be determined.

## Financial Report Review

The Board reviewed the financial report.

## Other

Ashley Cousens announced that Business After Hours will be held at Pat O'Brien & Associates on March 16th from 5:30 to 7:30.

Kilwin's Chocolate underwent some remodeling recently and is currently listed for sale.

## **Good Of The Order**

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- Michael Cain spoke of the sale of 116 and 118 S Lake Street (the former Sportsman and Little Lena's) to Glen Catt, and the positive impact this will have on the downtown. Catt has no formalized plans for the building as of yet.
  - Cain asked that the Board give some thought to possibly developing property maintenance standards for the city. It would be beneficial to work at improving structures before they get too deteriorated.
  - Construction of the new city facilities is on track.
  - Cortright reported that the Avalanche trail builders will be back on June 20<sup>th</sup> to continue work at Avalanche. The Black Trail has been approved.
  - Pat O'Brien & Associates has taken over REMAX in Charlevoix.
  - Van Dam said they have opened Boyne Yacht Sales in the Boyne Boat Yard. This year is the 40<sup>th</sup> anniversary of Van Dam Custom Boats.
  - Don Ryde inquired on the building safety inspections that the Fire Department was offering. Several businesses have participated so far and have given positive feedback.
  - Patrick Kilkenny stated that there will be some more improvements forthcoming for Avalanche through an MPerks grant which was received. A gazebo and trash receptacles are among the improvements.
  - Fundraiser for Leadership Charlevoix County at Boyne City Tap Room 3/2/17 for the Boot Brush Stations.

## **ADJOURNMENT**

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The Boyne City Main Street Board meeting of March 2, 2017 was adjourned by Chair Michelle Cortright at 9:49 a.m.

  
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Jane Halstead, Recording Secretary